

FOR IMMEDIATE RELEASE:

IRONWORKS DISTILLERY wins 5 Gold Medals at the World Rum & Brandy Awards

Lunenburg Nova Scotia - February 21, 2014 – Pierre Guevremont & Lynne MacKay, co-owners of Ironworks Distillery are tickled pink to announce the results of the World Brandy and World Rum awards that were revealed yesterday in London, U.K.

World's Best Dark Rum - Gold:	Ironworks Bluenose Rum
World's Best Brandy - Gold:	Ironworks Aged Pear Eau de Vie
World's Best Apple Brandy - Gold:	Ironworks Apple Brandy
World's Best Fruit Brandy - Gold:	Ironworks Aged Pear Eau de Vie
World's Best Brandy Design - Gold:	Ironworks Apple Brandy

The World Rum Awards and the World Brandy Awards are part of the World Drink Awards and are presented by TheDrinkReport.com, a UK based organization. The awards have been running since 2007 and attract hundreds of entrants from 24 countries around the globe. Judges making up the panel for World Drink Awards include leading journalists, specialist drinks retailers, bartenders/mixologists and hoteliers.

Guevremont & MacKay started working in Lunenburg on the Distillery in mid 2009 and opened the doors to the public in June 2010. The business has thrived as Nova Scotians and visitors have responded well to Ironworks products.

"We've had wonderful support from the community and lots of great feedback from our customers, but it's delightful to have such accolades coming from the blind tastings of competition. We were competing against some pretty well known and well respected brands, which make it all the sweeter," Says Ms. MacKay.

"Our original mandate was always to make use of the bountiful fruit harvest of Nova Scotia, creating a value added product that could be enjoyed and respected by our customers. It's excellent news to have international recognition of our efforts, attracting such positive attention to the province." Mr. Guevremont remarks. "We're also happy and pleased by the recognition of our talented, Lunenburg based designer, Stephen Bishop, who is responsible for the clean, stylish graphics of the Ironworks brand that won the Gold Medal for Best Brandy Design."

Both Guevremont & MacKay are excited by the advantages such awards can bring. They both feel that higher profile for the area's attractions can only increase the number of visitors, which in turn can prove a benefit for the overall economy.

"We're also anticipating that this will encourage the new distilleries in Nova Scotia to come into production faster – creating a whole new dimension of culinary tourism. Who knows, Nova Scotia could soon have its own version of an "Artisan Distillery Tour," says MacKay.

Ironworks Distilleries products are available at the Distillery in Lunenburg, and in Halifax / Dartmouth at the Halifax Seaport Market, Bishop's Cellars, Harvest Wine and Spirits, Premier Wine and Spirits and Cristall Wine Merchants.

For further information: www.ironworksdistillery.com, www.worldbrandyawards.com, www.worldrumawards.com, www.facebook.com/IWDLunenburg.com

Contact: Lynne MacKay & Pierre Guevremont
spirits@ironworksdistillery.com
2 Kempt Street, POB 734
Lunenburg NS, 902-640-2424